

SITUATION ANALYSIS FRAMEWORK

- Internal Perspective
 - Department's Products, Processes & Systems
 - Issues, Gaps, Opportunities, New Requirements (QS, etc.)
 - Organizational Capability
 - Skill set assessment (technical, leadership) current vs. future requirements
 - Structure & staffing
 - Organizational Trends
 - Diversity, Retirement, etc.
 - Cross-Functional Relationships
 - Hand-offs: to internal customers; from internal suppliers
- External Perspective
 - Business trends
 - Benchmarking
 - Competitors
 - Technology trends
 - Customer trends
 - External Relationships
 - Supplier trends

For Planning Purposes Only

04/05/2002

05/28/2002 TUE 10:40 ITX/RX NO 53031 003

PM3001255669

05/28/02 TUE 11:47 FAX 804 274 7714

PHILIP MORRIS R&D

003